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SHAFER'S

PRIZE-WINNING

AFRICAN VIOLETS

FOR 1953



SHAFER'S TROPICAL GARDENS

1220 41st Avenue

Santa Cruz, California

MEMBER: AFRICAN VIOLET SOCIETY OF AMERICA

\$2.00 EACH . . . OUTSTANDING NEW VIOLETS

- *AURORA—A new color—delicate blue—diffused and backed with white. Blossoms are lightly rippled at edges. Medium bright green leaves, rippled and ruffled. Exceptionally free flowering.
- *EVENING SUNSET—All the ethereal beauty of an evening sunset! Light blue with the two upper petals overcast in iridescent pink. Round cupped flower. Foliage full and heavy. One of the best of the season.
- FRILLED BLUE DELIGHT—Most dainty—white with a ruffled edging of blue. Leaves are light green, frilled and rippled.
- *FROSTY—The first African Violet with a truly variegated leaf; beautiful green spotted and striped with white. Plant grows easily in a low formal rosette.

THE FAMED BALLERINA VARIETIES . . . \$2.00

Fischer's improved strain of fringed African Violets. Similar to the Fringettes but more free flowering, larger, and more rippled. These are a marked improvement over the best of their parents. We offer the following varieties:

- *BALLET—Gleaming white over fresh green rippled foliage.
- *BOLERO—Deep dark and velvety, Royal purple.
- *CARROUSEL—A blend of lavender blue.
- *MINUET—A very floriferous and satisfactory plant. Flowers are mauve in color and beautifully fringed and fluted.
- *POLANAISE—Light to medium blue. A lovely addition to a distinguished group.
- *SARABAND—A beautiful red-lavender. Particularly well ruffled and rippled.

OUR FINEST DOUBLES \$2.00

- *ALMA WRIGHT—The beautiful silver-white double that looks like a miniature camellia. Foliage of excellent quality, growing easily into a beautifully symmetrical plant. A beautiful compliment to the gracious lady for whom it is named.
- *BRUSSELS SPROUTS—One of the most unusual of all the "different" violets. Has been classified as the "Parrot Tulip" of the African violet family. Flowers are very double, and deeply fringed almost to the point of being ragged. Chartreuse on the backs of the petals and blue-purple on the inside. A must for every collector!
- *CORSAGE—One of the newest, light blue doubles. Flowers open well on nice long stems. Foliage medium green.
- DOUBLE FRINGED WHITE—A nice new, fringed and ruffled double white, often showing just enough color to be tantalizing. The leaves also show a graceful rippling.
- *GRAND AWARD—A most outstanding royal blue double, having exceptionally large and fully double blooms. Has heavy supple foliage and free blooming habit.

NOTE—The asterisk (*) denotes varieties which we have in stock but are too young for shipping as we go to press. They will be ready after June 1.

ON THESE TWO PAGES . . . \$2.00 EACH

HOLLY (Kellars)—As the name implies the leaves resemble old fashioned holly; dark copperish green, points and ruffling at edges. Royal purple on under sides. Flowers are striking medium blue.

MINUET GIRL—New. A most lovely light blue clouded with white. Excellent girl foliage and formal habit of growth.

***PANSY BEAUTY**—A beautiful little pansy-face. Flowers profusely on neat dark little plant. Blooms are orchid tipped and dyed with garnet-red. An excellent plant for the hobbyist with limited space.

***PINK ATTRACTION**—One of the very newest and best! The large true pink flowers have a darker eye. The foliage is luxuriant and well grown; medium green.

PINK DELIGHT—A new, most delicate pink, flowering profusely over very dark red backed foliage. A most striking variety.

***PINK LUSTER**—A very free-flowering medium pink. Blooms slightly smaller than average in size, a characteristic more than offset by the great numbers of flowers. Foliage excellent medium green.

RED LADY—Large clusters of clear sparkling wine-red flowers. Foliage medium to dark green; stained with red on under side; girl type.

RED PRINCESS—Flowers a shade darker than Red Lady above. Leaves decidedly darker and quilted. Very luxuriant growth.

"BEST OF THE SEASON"—RUFFLED QUEEN

THIS IS OUR CHOICE AS THE BEST NEWCOMER OF THE SEASON. PLANT GROWS VIGOROUSLY AND HAS LARGE HEAVY LEAF STRUCTURE. FLOWERS PROFUSELY WITH LARGE DEEPLY RUFFLED REDDISH-PURPLE FLOWERS OFTEN LARGER THAN A SILVER DOLLAR. \$2.00

***SUPRITA**—Another new variety, classed with the "reds". Leaves heavy husky and round. Flowers of unusual size and brilliant color.

***VIOLET BEAUTY SUPREME**—All of the characteristics of its most satisfactory parent plus, as the name indicates, the even larger flowers and supreme type foliage. Orchid with a blue-violet cast, most noticeable in the two upper petals.

WHY "GIRL" FOLIAGE?

Every time one spends even a few minutes reading about African Violets he encounters the term "girl foliage". This has led to confusion in the minds of many people; therefore, we offer here a short explanation. The designation has been inspired by the characteristic light daintiness of the plants. The leaves are always scalloped at the edges, often ruffled and rippled. They have a distinct white marking at the base of the leaf, just at the stem. By these characteristics and these alone, may the "Girls" be identified.

BLUE AMAZON GIRL—Handsome dark purple-blue flowers of exceptionally large size. Foliage very heavy and vigorous; girl type.

BRONZE BI-COLOR—We have an excellent strain of this variety. The leaves are very bronzy and deeply serrated. Flowers are predominantly orchid, the petals often being painted and tipped by darker shades of garnet-red.

BRONZE GIRL—We have two distinct types of Bronze Girl. Both have beautifully shining, deeply ruffled and scalloped girl foliage. The first has flowers of deep orchid often tipped with a darker color. The second shades more to the blue tones.

DuPONT BLUE HYBRIDS—This group numbered from 1 to 5, starting with the darkest shade, comprise one of the most outstanding of all the violet families. They are characterized by exceedingly large flowers, large and vigorously growing foliage and regular habit of growth. The flower petals are often beautifully rippled.

Du PONT LAVENDER PINK—Another very lovely member of this distinguished group. Flowers are orchid in color with two upper petals and centers in deeper tones. The leaves, true to the Du Pont character, are unusually large, thick and scalloped along the outer margins.

Du PONT RED—Has the same general characteristics as the other Du Ponts. The flowers are exceptionally large and are deep burgundy-red.

FANTASY—The most striking violet in our whole collection! Flowers are pale orchid, spotted and splashed with a never-ending variation of blue markings. The foliage is a good dark green.

GENEVA'S DAUGHTER—A very lovely new variety with heart shaped girl foliage. It flowers profusely on long stems. Blooms are light to medium blue with white margins.

GORGEOUS—This is the variety most likely to produce spooned leaves. It has beautiful, large, bi-color flowers of clear red-violet.

GORGEOUS BLUE WONDER—A very profuse bloomer with large light to medium blue flowers clouded with white. Luxuriant dark green foliage.

GROTEL—The much discussed trailing or hanging basket type. Has medium to light blue flowers and large round, flat leaves on long petioles.

HEART'S DELIGHT—This charming plant is so aptly named that it needs little description. The flowers are a rich orchid shade standing well above the bronzy, heart-shaped girl leaves.

We are pleased to present our 1953 selections here as the outstanding African Violets of the season. During 1952 there were many new developments all over the country, most of which we tried and tested. A surprising number of seemingly "improved" varieties failed to live up to our standards of quality and bloom production—these we eliminated and we present here what we sincerely believe to be the cream of the African Violet crop in all respects. All plants are ready to bloom or blooming, and are well established, single crown, exhibition type plants in 2 1/4" pots.

California purchasers will be pleased to learn that their plants will not be delayed for inspection on arrival in any County in California, except Ventura, Sutter, Yuba and Tulare Counties, which are not yet in the "Pinto Tag" program. The "Pinto Tag" on your shipment certifies that our green-houses have been California State inspected and certified clean.

All soils used by us are fumigated by methyl bromide treatment, assuring you of healthy, vigorous plants. We have used and can recommend the following fertilizers:

ORTH-GRO—A liquid plant food, completely and immediately available to the roots, giving quick plant response. The 4 oz. size (35c) makes 12 gallons of liquified fertilizer. Use every two weeks.

HYPONEX—the three oz. can (25c) makes 18 gallons of liquid fertilizer. Use every two weeks.

SPOON-IT—The six oz. package (50c) makes 10 gallons of liquid fertilizer. Use once a month.

SOIL—We are now packaging our own soil especially compounded by us for growing African Violets. Two quart pkg.—75c (With Violet orders only).

(Fertilizers sold only with orders of Violets)

PLEASE SEE SHIPPING INSTRUCTIONS ON BACK PAGE.

SHAFER'S

ONE OF OUR BEST

BLUE HEIRESS—A most profusely flowering girl with DuPont type foliage and very large medium blue flowers. We think it one of our best. \$1.25.

INDIANOLA—A beautiful dark orchid bi-color with luxuriant dark foliage, deep red on under side. (Ready June 1st).

LACY GIRL—The heavy dark green foliage, beautifully rippled and fringed, distinguishes this plant. The large royal purple flowers are round and cupped. Beautifully ruffled petal edges.

OPAL CUP—A beautifully rounded and cupped flower in the darker opal shades tending to be darker still in the center. Leaves are dark and heavy. Plant grows low.

PLUM GLORY—The finest in our opinion, of all the "reds" yet produced. Plum Glory, true to its name, bears an abundance of plum-red blossoms. The dark green foliage is luxuriant in quality and vigorous in growth. Plants often attain a diameter of 16 to 20 inches on a single crown.

RED KING—One of the newer wine-reds. Blossoms freely and has excellent dark toned foliage.

ROSE MARIE—A very pretty old rose shade. Flowers freely. Leaves are deeply veined, dark green and backed in red.

RUFFLED BEAUTY—The most deeply scalloped, ruffled, and thoroughly attractive plant we have yet seen. The mature leaves are stained with deep red, and the flowers, pansy-like in shades of light red-lavender.

SHERRY GIRL—A truly delightful daughter of California. The beautiful dark green girl foliage, growing in compact rosette formation, forms the perfect background for large bright blue flowers.

SNOW GIRL—We have an excellent strain of this variety. The leaves are very deeply cut and scalloped. They show their girl characteristics to an unusual degree. Blooms freely with large clear white flowers.

SNOW PRINCE—The finest of the whites. Produces masses of perfect white blossoms rarely showing even the slightest trace of color. The foliage easily grows in symmetrical formation and is of excellent character.

TWILIGHT—A bold and vigorous plant. Foliage creased and lightly scalloped at edges. The flower is medium blue with white markings often taking the form of a broad white line drawn through the center of each petal.

VELVET GIRL—An outstanding violet. Flowers are pansy-like, orchid in color often having the petals tipped with garnet-red. Has beautifully ruffled girl foliage.

\$1.25 . . . CHOICE DOUBLES . . . \$1.25

AZURE BEAUTY—Blooms are light blue and white variegated, fully double; they open fully on long stems. Shows constant variation in coloring. Excellent foliage.

DARK BEAUTY—Our choice as the best of the variegated blue doubles. Colors tend to be darker than Azure Beauty. The medium to dark green leaves are deeply creased and quilted. The mature plant is very large and symmetrical when correctly grown.

DOUBLE DELIGHT—An excellent light blue with flowers attaining a very large size on mature plants. Leaves are quilted, dark green, and grow in a formal rosette.

DOUBLE NEPTUNE—Still our choice as the best of the dark blue doubles. Flowers open fully. Leaves are quite dark and grow easily in formal arrangement.

DOUBLE ORCHID GIRL—Flowers beautifully in dark orchid shades. Has bronzy girl foliage.

DOUBLE ORCHID NEPTUNE—The plant closely resembles Double Neptune but the flowers are beautiful, fully open red-orchid.

DOUBLE ORCHID SUNSET—A beautiful newer double. Flowers garnet orchid, showing darker tones at tips of fully opened petals. Leaves are creased, quite dark, and tend to elongate; red on under side.

PURITY—Pure white double. Has excellent medium green foliage. Flowers open nicely, and attain a good size on the mature plant.

DOUBLE SEA GIRL—Might easily be called double Sailor Girl. Has the same lovely foliage, and double light blue flowers which open well on nice long stems.

ROSE RAINBOW—The rose and white counterpart of Dark Beauty. Has the same large flower, white clouded with rose. One of the most popular of all doubles.

SAILOR'S DELIGHT—A very compact neat little plant with ruffled girl foliage and double light blue flowers. A must for the person with limited space.

Shaffer's "BEST SELLER"—PAINTED GIRL

By selling more than any other variety in 1952. Painted Girl has proven one of the most popular and attractive varieties we have—a MUST for every collector. Flowers are white with irregular markings of red-orchid at petal edges, sometimes extending to the center of the flower. \$1.25 each.

- *****
- BLACK BEAUTY**—The lovely "supreme" version of the old favorite, Mentor Boy. Has the rich dark coloring of its predecessor plus the large and vigorous growing habit of the supreme strain.
- BLUE LADY**—One of our best light blue violets. Produces quantities of large flowers on long stems. Has luxuriant deep green foliage.
- BLUE WARRIOR**—A bold and vigorous plant. Blooms profusely with purple-blue flowers centered high above the plant. Dark green formally arranged foliage. Young leaves are very red on back.
- BUTTONS 'N BOWS**—Deeply cupped flowers of medium red-violet clustered on long stems above a saucy little plant with bronzy girl leaves.
- CARMEN**—An excellent variety which came to us from the east. Produces an abundance of plum-red flowers, and has medium green well shaped leaves.
- DIANA**—Large medium blue flowers, deeply cupped and held high above beautifully ruffled and scalloped deep green girl foliage.
- FRINGETTES**—This group of plants is characterized by ruffled and rippled foliage and flower petals. We are offering them in white, red-lavender, and light mauve.
- GENEVA PINK**—One of the best of the newer varieties. Has exceptionally large, deeply cupped, true pink flowers. Plant grows low; has heavy medium green well rounded leaves.
- GENEVA RAINBOW**—Truly a lovely violet. The wine-red flowers are edged with pearly white. Foliage is medium green.
- LADY GENEVA**—Charming deep violet-blue edged in twinkling white. An excellent bloomer and an ever popular variety.
- LAVENDER BEAUTY**—Exceptionally large and numerous flowers of silvery mauve borne over a husky plant of symmetrical pattern.
- MARINE (light)**—Large well formed flowers of medium blue shading to darker blue at the center. Foliage is heavy and vigorous in habit of growth. Easily arranged in formal pattern.
- ORCHID LADY**—One of the most profusely blooming plants that we have to offer. Color is a dainty pale orchid. Foliage is dark and luxuriant.
- ORCHID WONDER**—Exceptionally large and well formed flowers ranging deep to light orchid in color. Plant low and symmetrically formed with bronzy foliage.
- PINK BEAUTY**—A true pink violet. Flowers occur in clusters of four or five on a long stem. Leaves of medium green tending to be elongated. A patented variety.
- PINK FANTASY**—The clear pink sport of Fantasy. Has large glowing pink blossoms standing erect and tall over deep green foliage. (Ready June 1st).
- SAILOR GIRL**—An excellent girl variety with an abundance of large light blue flowers and lightly ruffled, scalloped leaves.
- STAR SAPPHIRE**—Midnight blue with flower petals arranged in true star shape. A patented variety.

75c . . . TWO GOOD DOUBLES . . . 75c

- DOUBLE MARGARET**—Has a profusion of dark-purple flowers. Leaves are very dark and rippled. Leaves and petals lightly fringed.
- DOUBLE REDDISH PURPLE**—Wine-red. A prolific bloomer.

WHAT ABOUT "REDS"?

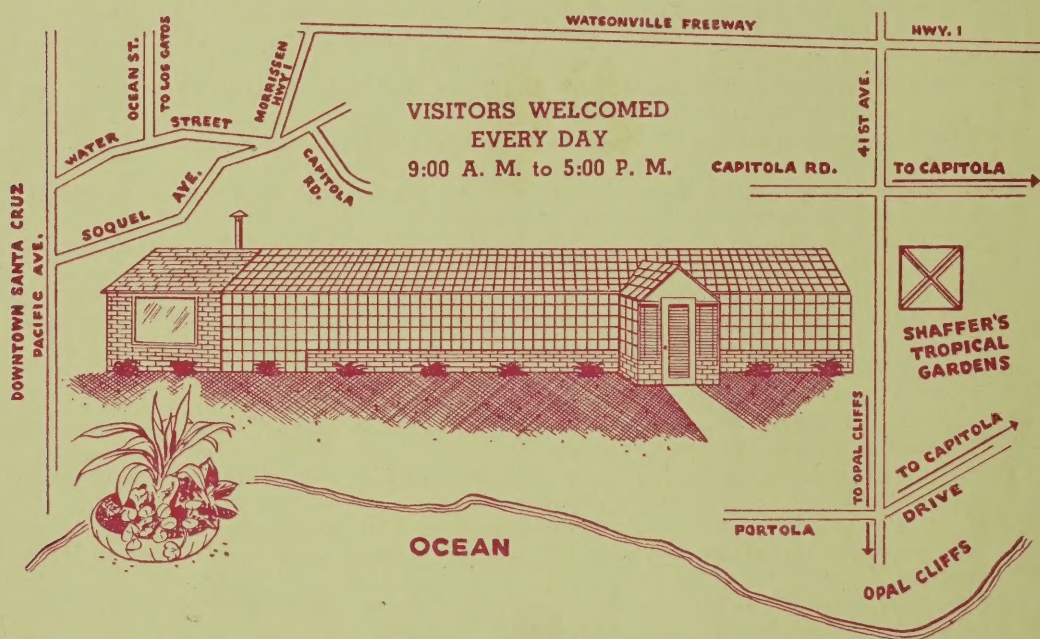
We are frequently asked why we do not advertise "true reds". Some varieties contain the word "red" in their names, which were given them by their originators, and cannot be changed by propagators like ourselves. Other varieties are described by us as "plum-red", "reddish", "wine-red", and so on. These are merely to suggest their shades. The fact is that there is NO true red yet developed. Similarly, there are no TRUE yellows, only off-shades of white. When TRUE reds and yellows are developed, we will advertise them as such.

WHEN IN SANTA CRUZ, BE SURE TO VISIT

SHAFFER'S TROPICAL GARDENS

1220 41st Avenue

Santa Cruz, California



Whenever you are in Santa Cruz—75 miles South of San Francisco—we would be happy to meet you personally and show you our stock. Prices at our greenhouse are slightly lower than list, as packaging and mailing add to the cost of mail orders.

To reach the Tropical Gardens, take the Santa Cruz-Watsonville Freeway from Santa Cruz to 41st Avenue, then turn right one mile. Visitors are cordially welcome every day from 9 to 5. Besides our African Violets, you will be interested in seeing our growing orchids, anthuriums, and other tropical plants.

SHIPPING INSTRUCTIONS

We pay for packing and Parcel Post on all orders over \$2.50. On orders less than \$2.50, please add 50c to cover the high cost of handling and shipping these smaller orders. For Special Handling, add 20c, or for Special Delivery add 45c.

We use every possible care in packaging and shipping, however plants shipped by Parcel Post will not be insured, since Post Office claims are difficult for you to collect on damaged plants. If insurance is desired, specify shipment via Railway Express Collect, and in the event of damage contact YOUR Railway Express Agent at once.

In California, add 3% State Sales Tax.